

Note for Cohen, Denise

From: Cohen, Denise
Date: Fri, Feb 18, 1994 6:19 PM
Subject: B&H August Allocations
To: Bucciarelli, Rick; King, Rick; Richards, TC; Schroeder, Mary; Webster, Ross
Cc: Henriques, Peter; Miller, Dennis

Hi everybody - Following are preliminary region allocations for our August retail slot. We will be sending you a formal Promotion Approval, but we wanted to get feedback from you first.

Pack Promotion - 25¢ off pack - Hispanic/Metro
This will be a repeat of the October 25¢ off with the March Ethnic market allocations.

Region 1 - 258,320 deals
Region 2 - 291,480 deals
Region 3 - 189,640 deals
Region 4 - 119,520 deals
Region 5 - 235,880 deals

With your feedback, we will fine tune the allocations for the ethnic markets that we need to focus on.

Carton Promotion - Offer for Pack UPC pouch - for continuity offers - free with carton purchase. Consumer must send in the on-carton stickered offer - similar to an IRC but without a price promotion.

This is a mainline promotion so region allocations are based on MSA volume contributions - an average of 12MM and 3MM.

Region 1 - 64,860 deals
Region 2 - 94,047 deals
Region 3 - 81,075 deals
Region 4 - 67,887 deals
Region 5 - 124,531 deals

These do not include military allocations. I don't know yet if military is interested.

Please let me know how these allocations will work for you. Do you need more or less of these quantities? With the pack promotion, do you have a feel for the Hispanic/Metro breakdown? Your input will help us get these programs together smoothly.

Please get back to me by Monday, February 28.

Thanks for your help.